

## A look at Procter & Gamble's expansion

Product	Expansion
Cascade Platinum	Launched in U.S. in January
ZzzQuil	Expanded into Canada in January
Pantene	Expanded Pantene Expert Collection to Latin America in Q1
Regenerist	Restaging Olay brand in U.S. with new anti-aging ingredients
Wella	Launching Illumina Professional in Latin America, Australia and New Zealand
Oral-B	Expanded toothpaste line to Australia, Cameroon and Senegal in April.
Ariel Pods	Expanding to Western Europe in April, Eastern Europe in June

Source: WCPO Digital research